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ABSTRACT

This short pamphlet provides brief descriptions of the history (including population served), mission, achievements, and future plans of the Office of Child Development since its creation in 1969. (ED)

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Office of Child Development

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OFFICE OF CHILD DEVELOPMENT

HISTORY

In February 1969, President Nixon called for "a national commitment to providing all American children an opportunity for healthful and stimulating development during the first five years of life." To fulfill this commitment, the Office of Child Development was established within the Office of the Secretary, U.S. Department of Health, Education and Welfare, on July 1, 1969.

On that date, Head Start, the program for economically disadvantaged preschool children launched in 1965 by the Office of Economic Opportunity, was delegated to OCD. In September 1969, the Children's Bureau, formed in 1912, was transferred from the Social and Rehabilitation Service of HEW to OCD. On April 1, 1973, OCD became a part of the new Office of Human Development.

POPULATION SERVED

The Office of Human Development was established to serve Americans who have special needs. The Office of Child Development is responsible for serving a major group within OHD's target population: the nation's children. The agency's concerns extend to all children from conception through early adolescence, with emphasis on the formative first five years of life, and on children who are "at risk" because they have special problems. OCD's major target groups include:

Children of Low-income Families. It is estimated that 8.5 million children, age 0–13, come from low-income families. Of these, an

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estimated 3.9 million are preschool age children. Project Head Start provides some 379,000 of these disadvantaged preschool children with a comprehensive program of educational, social, psychological and health services. More than 10 percent of Head Start enrollees are handicapped children, many with severe handicaps.

Abused and Neglected Children. Estimates of the incidence of child abuse and neglect in the U.S. vary between 60,000 and 500,000 cases a year. The National Center on Child Abuse and Neglect, recently established in the Children's Bureau, will be a focal point for nationwide efforts aimed at the identification treatment and prevention of child abuse and neglect.

Children in Institutions. According to Census data, approximately 178,000 children, age 13 years and under, resided in institutions in 1970. OCD develops standards for children in residential care and guidelines for the movement of children out of institutions and back into communities.

Children Requiring Foster Care. Recent estimates indicate that some 274,000 children are being cared for in foster family homes in 1974. OCD works to improve the quality of services needed for these children, who are often mentally and physically handicapped and emotionally disturbed.

Children Requiring Adoptive Services. In 1971, approximately 169,000 children were adopted in the U.S. OCD assists in improving standards for adoption and in encouraging the growing trend toward the adoption of minority children and hard-to-place children.

Migrant and American Indian Children. It is estimated that there are more than 1 million children under age 18 in low-income migrant families, and 345,000 American Indian children under age 18. Project Head Start has programs that help improve educational, social and health services for preschool migrant and Indian children.

Children in Need of Day Care. As more mothers join the nation's work force, it is estimated that 26 million children now receive some kind of day care services, including care by friends and relatives. There are 915,000 spaces for children currently available in licensed centers and family homes. OCD carries out research designed to help improve services in day care centers and day care homes, and develops guidelines for State and local licensing regulations.

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MISSION

The Office of Child Development has four major missions: (1) to operate such programs for children as Head Start and Parent and Child Centers; (2) to develop innovative programs for children and parents; (3) to serve as a point of coordination for Federal programs for children and their families; and (4) to act as an advocate for children by bringing their needs to the attention of government and the public.

There are two major bureaus in OCD: The Children's Bureau, which provides a wide range of technical assistance services for children and their families; administers the recently established National Center on Child Abuse and Neglect; supports a child welfare research and demonstration grants program; and informs the public through a Division of Public Education which uses all communications media and publishes many publications, including **Children Today**, an interdisciplinary journal for those interested in children. The Bureau of Child Development Services administers Project Head Start and directs 33 Parent and Child Center programs for families with children under age 3; carries out such innovative projects as Home Start, the Child and Family Resource program, and the Child Development Associate programs; and directs research studies to develop guidelines for quality day care.

ACHIEVEMENTS

Since the establishment of OHD in April 1973, OCD has focused on the following activities:

A major effort to deal with child abuse and neglect. In June 1973, Secretary Weinberger instructed HEW agencies concerned with child abuse and neglect to earmark $4 million for new activities dealing with this nationwide problem. OCD was named the lead agency in this effort. To launch this program during FY 1974, OCD awarded grants for a survey of existing local child abuse projects; for the establishment of a clearinghouse to gather data on the nature and characteristics of child abuse; and for a revision of the model child abuse reporting law developed by the Children's Bureau in 1962.

Jointly with the Community Services Administration in HEW's Social and Rehabilitation Service, the agency also awarded 11 grants, totaling $1.4 million, to State and local projects developing new methods to cope with child abuse and neglect, using an integration of local resources. Late in FY 1974, OCD awarded additional grants to develop curricula for training teachers to identify and work with abused chil-

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dren and their parents; and to assist in establishing self-help groups for child abusing parents in local communities.

In January 1974, the President signed the Child Abuse Prevention and Treatment Act (P.L. 93–247). This Act established a National Center on Child Abuse and Neglect within HEW, which Secretary Weinberger directed to be placed in the Children's Bureau. In addition to providing national leadership in combating child abuse and neglect, this Center will conduct research in the field, award demonstration grants, and provide technical and financial assistance to the States to help them develop their own child abuse and neglect programs.

Education for Parenthood, a joint program with the Office of Education, designed to help teenage boys and girls prepare for parenthood through learning about child development and working with young children. Two major phases of this nationwide program, launched in 1972, have been implemented during the past year. As part of a program for secondary schools, a child development curriculum developed for OCD has been tested in 234 public schools during the 1973–74 school year. Seven national voluntary youth-serving organizations have received OCD grants to conduct out-of-school national and local parenthood education programs that are expected to reach more than 6 million young people over a 3-year period.

A Foster Care and Adoption Program by the Children's Bureau, designed to reduce the need for separation of children from their natural families and to improve the quality of services for children who require substitute care. Major objectives of the program are: the establishment of 10 State and/or local 24-hour comprehensive emergency service programs for children in crisis; development of a model adoption subsidy law for suggested State enactment; dissemination of revised foster family care guidelines for voluntary use by the States; formation of 100 Action for Foster Children Committees in States and communities; and increased State participation in the Interstate Compact on Placement of Children. The Children's Bureau also helped plan an annual **National Action for Foster Children Week** in April 1973, proclaimed by President Nixon, and a similar week in April 1974, proclaimed by many governors and mayors across the country.

The Publication of **"Guides for Day Care Licensing,"** the product of a 2-year nationwide study of day care facility licensing by OCD, in cooperation with the Office of Economic Opportunity. These guidelines are designed to help State and local officials set up realistic codes to insure adequate protection of children. Acting on these suggested guidelines, 40 States are now reviewing and improving their day care

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licensing regulations, and 11 additional States are beginning to review their standards.

A **Communications Improvement Project** to design more effective ways to reach the public with information on child rearing and development. Following recommendations of a 1971 survey of Children's Bureau publications, new material was prepared to reach a wide audience through media other than pamphlets and booklets. Thirty-second spots—9 for TV and 5 for radio—were distributed to 200 TV and 200 radio stations. More than 30 newspaper columns were written and distributed to 500 newspapers. Two sound-slide presentations were demonstrated in 4 sites. A final report indicated that information on child development reached some 13,180,000 people through this project.

From its inception in 1965, **Project Head Start** has concentrated on activities for preschool children of low-income families. Since April 1973, Head Start has continued its existing programs for poor and handicapped children and added new experimental projects.

Early in 1974, President Nixon submitted to Congress a FY 1975 budget for OCD that included $430 million for Head Start, an increase of $37.9 million over the FY 1974 level—the largest annual increase requested for Head Start since 1967. The added funds will assure continuation of programs for 379,000 Head Start children in 1975 and maintenance of high quality Head Start services.

The Head Start Improvement and Innovation Program, a 3-year project initiated in FY 1973, was continued. The "I and I" program aims to improve the overall quality of Head Start programs across the country through three important efforts: the strengthening of local performance through new performance standards; steps to allow local grantees to adopt innovative options as alternatives to the classroom-based Head Start program; and the introduction of new experimental projects, such as the Child and Family Resource program, the Developmental Continuity project, and the Early and Periodic Screening, Diagnosis and Treatment program.

The Home Start Program, a demonstration project begun in 1972 to help parents provide preschool children with developmental services in their own homes, was continued; and the Child and Family Resource Program was launched to make family-oriented, comprehensive child development services available for children from the prenatal period through age eight. OCD grants totaling $1,375,000 were awarded to set up 11 CFRP pilot projects across the nation. Each

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project uses a Head Start program as a base to develop a community-wide system linking a variety of services to children and their families.

The Head Start Developmental Continuity Project, a new project in cooperation with the Office of Education, was planned to promote greater continuity of child development and educational services for Head Start children as they make the transition from home to preschool to school. A strategy was developed by Head Start for working with preschools and schools to implement developmental continuity.

Head Start collaboration with the Medicaid Early and Periodic Screening, Diagnosis and Treatment (EPSDT) Program was initiated. The EPSDT program, a joint project with SRS, funded by OCD, is a major effort to make EPSDT services available to some 125,000 Medicaid-eligible children through 200 Head Start programs.

Head Start Services to Handicapped Children, a major Head Start program, was implemented. In cooperation with the Bureau of Education for the Handicapped, 14 experimental projects were funded to integrated programs with other Head Start children. Techniques developed in these projects were used by Head Start programs to carry out a 1972 Congressional mandate requiring that at least 10 percent of Head Start participants be handicapped children. OCD submitted to Congress a Second Annual Report on Head Start Services to Handicapped Children, with data showing that Head Start programs have satisfied for FY 1974 the Congressional requirements.

The **Child Development Associate Program**, designed to develop a new kind of professional in the child care field, was continued. "Child Development Associates" will be trained child care workers whose credentials are based on their skills in working with young children rather than on academic credits. During 1973, OCD funded 13 CDA pilot training projects. Some 5,000 Head Start classroom staff are now working toward CDA credentials through Head Start's Supplementary Training Program.

The Head Start "High Impact" Grantee Improvement Program was launched to improve the management capacity of local Head Start programs, and to improve the ability of regional staff to assist the grantees in meeting this goal. Fifty grantees, selected by the regions, received intensive on-site assistance in planning and follow-up by trained Head Start regional staff.

Legislative Developments: Since April 1973, OCD has supported significant legislation passed by Congress to meet the problems of child

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abuse and to establish a National Center on Child Abuse and Neglect. The agency has also urged the passage of proposed legislation to extend Project Head Start for three more years, after the expiration of the Economic Opportunity Act in June 1974. The Administration has requested introduction of a bill to achieve this.

Research and demonstration activities: Projects funded by OCD during FY 1974 have focused on four major priority areas: (1) child abuse projects, especially multidisciplinary prevention and treatment programs at State and local levels and assistance to self-help groups for abusing parents; (2) child development within the context of the family, and the impact of institutions and social changes on family life; (3) children "at risk" and the child welfare system, with emphasis on handicapped children in need of adoption and the return of institutionalized children to the community; and (4) television as a socializing agent in the lives of children. In FY 1974, 102 R&D projects were sponsored by OCD; total funding was $15.2 million. For FY 1975, OCD's requested budget for R&D grants is $15.7 million.

Interagency Coordination Efforts: OCD is currently working with other HEW agencies in a number of important areas. The agency acts as the lead agency in HEW's child abuse and neglect program, coordinating the activities of the Office of Education, Community Services Administration, National Institute of Mental Health, National Institute of Child Health and Human Development, Bureau of Community Health Services, and Health Resources Administration in this field. On the Education for Parenthood program, OCD works with the Office of Education, and on the Head Start program for handicapped children with the Bureau of Education for the Handicapped. The agency also chairs the DHEW Interagency Committee on Children, a new committee with wide Departmental representation, set up to identify the major needs and problems of children and to recommend action plans to the Secretary for using Department resources to meet these needs.

LOOKING AHEAD

During FY 1975, OCD will focus on the following activities:

The Child Abuse and Neglect Program. Our activities during FY 1974 gave ample evidence that these efforts should be continued and stepped up. In planning a strategy for FY 1975, emphasis will be placed on filling the need for hard data in the field, and on training individuals who work with children to recognize the symptoms of child abuse and to learn how to deal with abused children and their parents. The establishment of the National Center on Child Abuse and

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Neglect in the Children's Bureau will provide a focal point for these and many other activities.

A $4.5 million FY 1974 supplemental appropriation to implement the provisions of the Child Abuse Prevention and Treatment Act, P.L. 93–247, has been signed by the President. To finance the additional efforts planned for FY 1975, the Department will seek a $15 million supplemental appropriation.

An Interagency Advisory Board to advise the Secretary and to develop Federal standards in this field is required by the Law to submit to the President and Congress a report on programs assisted under the Act within 18 months of the date of the Act.

The Education for Parenthood Program will continue, with the addition of new activities. The secondary school curriculum being developed for OCD will be refined through additional testing in a select number of schools during the 1974–75 school year, teacher training activities will continue, and an evaluation report on the 1973–74 testing in 234 public schools will be published for wide distribution to school districts. Plans to adapt the curriculum for use by handicapped teenagers will be developed. Demonstration projects by seven national voluntary organizations will be continued, and information about parenthood education will be disseminated to the public, professionals, schools, universities and other organizations.

The Foster Care and Adoption Program will continue a series of regional conferences, begun early in 1974, attended by State agency representatives and Children's Bureau national and regional staff.

Two major OCD **Day Care** research projects will be undertaken on key policy issues: A Day Care Cost-Effect Study of the effect of the staff/child ratio and the level of staff training on the cost of providing day care in centers; and a national Day Care Consumer Survey to determine what are the chief considerations when parents choose day care for their children.

The Head Start Developmental Continuity Project will initiate 14 demonstration programs, based on two alernative approaches: Early Childhood Schools, which place the Head Start program and the elementary school within the same facility; and Preschool-School Linkages, an approach which brings Head Start and elementary schools closer together through the use of special linkages advisory councils.

The Head Start Improvement and Innovation Program will be continued. Special emphasis will be placed on the "High Impact" Grantee

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Improvement program, with additional grantees to be added to those currently receiving help in improving their management capacity. The Early and Periodic Screening, Diagnosis and Treatment (EPSDT) program will be launched in 200 Head Start sites. Such experimental projects as Home Start and the Child and Family Resource Program will also be continued during FY 1975.

Head Start Services to Handicapped Children will be continued, with at least 10 percent of Head Start enrollees continuing to be handicapped youngsters. During FY 1975, the program will focus on training Head Start staff to work effectively with these children and on improving the Head Start facilities needed to serve them.

The **Child Development Associates** program will continue its 13 pilot training projects, and assessment and credentialling systems developed for the CDA program will be in place by the end of the FY 1975.